



Youth Empowerment Project - YEP!



Our Story

Youth Now is a youth-driven project of Prevent Coalition. We're community members helping people in Southwest Washington live healthy lifestyles free of cannabis, alcohol, tobacco or opioids. We motivate and inspire youth to pursue their goals and dreams. Now it's time for YEP to keep the story going.



@SUPPORTYOUTHNOW

We are changing the conversation around drugs & alcohol. You told us to talk WITH you about choices and coping, so here we are!
www.YouthNow.me



@YOUTH_NOW

Connecting teens with:

- healthy living
- substance education
- connection & support
- mental health

#FindYourGood #YouCan



@SUPPORTYOUTHNOW

Social Media Goals

- Motivation
- Awareness
- Education
- Parent engagement Humor
- sharing Health promotion
- Highlight opportunities

How We Achieve Goals

- Instagram polls
- Phone wallpapers
- Content calendar
- Share health research
- Themes: Doggy December
- Find Your Good campaign
- You Can campaign
- Engage followers

"Connection is the best prevention."

Hashtags We've Used

- #MotivationMonday
- #YouCan
- #WeedCanWait
- #InstaHealth
- #Teens, #StrongTeens
- #FindYourGood
- #YouAreGood
- #Drugfree
- #ChoosePrevention
- #ClarkWa #Smakania
- #VanWa
- #DrugFreeStrength
- #DrugEducation
- #KnowTheTruth
- #AffirmationArt
- #FollowFriday
- #PreventionPower
- #WednesdayWisdom

Why We Care

- The brain develops until mid-twenties.
- 1/6 who start as a teen becomes addicted.
- Cannabis can impact memory, learning, mood, motivation and judgement.
- Cannabis can impact coordination, movement and reaction times.
- It's illegal to use under the age of 21.
- It's illegal to provide to youth.
- Youth in our community are using.
- Youth are getting it from friends & family.
- Youth with trauma reported higher use.
- Youth perceive ease of access & low risk.

Project Membership Details

- * YEP meets once a month for two hours at a youth-friendly, safe space with additional optional tasks to perform independently.
- * The goal is to reach and engage with peers online.
- * This is a voluntary/unpaid opportunity but service hours are tracked.
- * YEP will choose their own direction over time.
- * No prevention experience or drug/alcohol education necessary.
- * Contact staff for accommodations.

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